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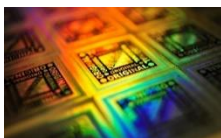
AIM Global Announces Three New Industry Publications

Informational whitepapers address industry challenges and provide solutions

Pittsburgh, PA, August 23, 2023 – [AIM Global](#), the leading industry association and global authority in innovation, standards, and solutions in barcode, biometrics, IoT, NFC, RFID, RTLS, and RAIN, proudly announced today the release of three original publications from its industry work groups. These documents, meticulously developed and approved by respective committees and the AIM board, signify AIM's commitment to advancing innovation, standards, and solutions across diverse sectors.

As AIM celebrates its 50th year of excellence and innovation, these publications exemplify the organization's unwavering dedication to driving progress in automatic identification and data capture (AIDC) technologies. "The collaboration and dedication of AIM's industry experts have culminated in these pioneering and informational publications. We believe they will serve as invaluable tools to drive positive change and innovation across sectors," shared AIM's CEO, Mary Lou Bosco.

Visibility Technologies Industry Group



[Driving Authenticity: The Key Role AIDC Plays in Reducing the Proliferation of Counterfeit Items](#) - The trade of counterfeit and pirated goods continues to increase at alarming rates even in the downturns of the economy. Counterfeiting occurs across all verticals and has devastating effects. Throughout this whitepaper, relevant examples and staggering numbers will be highlighted to drive home how big of an issue this is worldwide. The paper discusses the AIDC solutions to help prevent fraud.

Kimberley McCann, Engineering Lead at Reath Technology Ltd and chair of the Visibility Technologies Industry Group, pointed out, "The true cost of counterfeit products extends beyond monetary loss, affecting various industries from chemical/pharmaceutical to automotive. We're empowering companies to protect their brands, uphold integrity, and ensure the authenticity of products across diverse sectors."



[Harnessing AIDC Technologies for Food Waste Prevention, Rescue, and Recycling](#) - This whitepaper addresses the overarching food chain issues, discusses the AIDC technologies capabilities for creating a more resilient food supply chain, and highlights regulatory initiatives that are driving awareness and change.

Tyler Chaffo, Sustainable Technologies Strategy Manager at Accenture and project editor emphasized that "Food waste represents perhaps the greatest singular challenge/opportunity before us. Solving food waste will have profound economic, environmental and social benefits. Technologies such as IoT, Digital Twin, RFID, etc. can measure (the problem), reduce (through source prevention/reduction, rescue and recycling) and report (for ESG disclosures)."

RFID Experts Group (REG) and [Retail Value Chain Federation](#) Collaboration



[RFID FAQs for Retail Basics for Business Operations](#) - This document provides a list of RFID Frequently Asked Questions specifically for the retail industry. The first part is intended for those in business operations and talks about terms, concepts, and basics. The next iteration of the Retail RFID FAQs will be more technical in nature and intended for use by solution providers to retail, plus supplier, and retail personnel tasked with implementation and troubleshooting.

Paula Giovannetti, Supply Chain Best Practices Adviser at the Retail Value Chain Federation, remarked, "RVCF's retail members are deploying RFID in their distribution centers, warehouses, stock rooms and store floor to maintain accurate inventory counts and to find items for customer pickup. They provided the questions most often asked by the brand owners and AIM ensured that the answers were correct. This document covers basic terms and concepts. It is intended for those in business operations, tasked with making RFID a success in their company."

AIM invites industry professionals, organizations, and stakeholders to engage with the work groups and take advantage of their networking and educational opportunities.

For more information about AIM and the workgroups, contact AIM's headquarters by [email](#) or call +1.724.742.4470.

AIM Global is the trusted worldwide industry association for the automatic identification industry. For more than a half a century, AIM has provided unbiased information, educational resources and standards to providers and users of these technologies. AIM membership provides access to an insider's perspective on trends and opportunities along with a voice in shaping the growth and future of the industry.??Member benefits include education, advocacy, and community, as well as a role in creating industry standards through collaboration. Visit www.aimglobal.org.

